ORDER

 Orders
 Order / Rev:
 704992

 Alt Order #:
 06266025

 Product Desc:
 CROSSROADS GPS

 Estimate:
 886

Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/07/12 / 08/07/12

Order Type: Political

Primary AE: Kristin

Sales Office: Sales Region: Kristin Waskie

T-PHI NAT

Agency Name: Crossroads Media/ POL

Buying Contact:

Billing Contact:

88 Canal Center Plaza Suite 555

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Crossroads GPS

Demographic: A35+

Product Codes: IS-Candidate/Presidential,IS-Candidate/U

Priority: P-2

Name:

Revenue Codes: AGY, GEN, POL

New Business Thru:

Agency Commission:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	66	\$103,650.00	\$88,102.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	66	\$103,650.00	\$88,102.50	0.00
Totals	66	\$103,650.00	\$88,102.50	0.00

00:15:00

15%

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	46%	\$103,650.00
Market	100%	\$225,326.09

Competitive Share	Share	Total
Competitive Share	Silait	Total
CABLE	0%	\$0.00
KDNL	1%	\$2,253.26
KETC	0%	\$0.00
KMOV	20%	\$45,065.22
KNLC	0%	\$0.00
KPLR	3%	\$6,759.78
KTVI	30%	\$67,597.83
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSDK	08/10/12	08/10/12	M-F 4P News	CM	4-430P	F	:30	1	\$615.00 P-2	0.00 NM	1	\$615.00
				News 5 at Four									
	NEWSC	HANNEL	5 AT 4PM										
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 08/	06/12	08/12/12	F	1	\$615.00	0.00						
E 2	KSDK	08/10/12	08/10/12	M-F 430-5p	СМ	430-5p	F	:30	1	\$785.00 P-1	0.00 NM	1	\$785.00

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KSDK

Order / Rev: 704992

06266025

Alt Order #:

Advertiser:

Product Desc: **CROSSROADS GPS**

Crossroads GPS

08/08/12 - 08/14/12 886 Flight Dates: Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots **JEOPARDY** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/06/12 08/12/12 ---F--\$785.00 0.00 СМ E 3 KSDK 08/10/12 08/10/12 5-530P ---F--M-F 5P News :30 \$1.575.00 P-1 0.00 NM \$1,575.00 News Channel 5 at 5P 2012 OLY 5PM EARLY NWS7/30/12 - 8/ Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/06/12 08/12/12 ---F--\$1,575.00 0.00 E 4 KSDK 08/10/12 08/10/12 ---F--:30 \$350.00 P-2 0.00 NM \$350.00 M-F 5-6A CM 5-6A TODAY IN ST. LOUIS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 ---- F--\$350.00 0.00E 5 KSDK 08/10/12 08/10/12 M-F 6P News ---F--\$1,700.00 6-630P :30 1 \$1,700.00 P-1 0.00 NM CM News Channel 5 at 6P 2012 OLY 6PM EARLY NWS7/30/12 - 8/ **End Date** Start Date Weekdays Spots/Week Rating Rate ---F--Week: 08/06/12 08/12/12 \$1,700.00 0.00 E 6 KSDK 08/10/12 08/10/12 M-F 6-7A 6-7A ---F--\$900.00 P-1 CM :30 0.00 NM \$900.00 TODAY IN ST. LOUIS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 ---F--\$900.00 0.00 E 7 KSDK 08/13/12 08/13/12 LN (M-F) 10-1035p M----1 \$2,500.00 P-1 CM:30 0.00 NM \$2,500.00 LN (M-F) NEWS 5 AT 10 End Date Start Date Weekdays Rating Spots/Week Rate M- - - - -08/19/12 \$2,500.00 0.00 Week: 08/13/12 E 8 KSDK 08/13/12 08/13/12 M-F 10-11A CM 10-11A M- - - - -:30 \$250.00 P-2 0.00 NM \$250.00 News at 10am **NEWSCHANNEL 5 AT 10AM** Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 08/13/12 08/19/12 \$250.00 0.00 E 9 KSDK 08/13/12 08/13/12 M-F 1230-1p 1230-1p \$400.00 P-1 CM M- - - - -:30 0.00 NM \$400.00 1 Show Me St. Louis SHOW ME ST. LOUIS Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 08/13/12 08/19/12 M- - - -\$400.00 0.00 E 10 KSDK 08/13/12 08/13/12 M-F Noon News CM 12-1230p M- - - - -:30 \$560.00 P-1 0.00 NM \$560.00 Noon News **NEWSCHANNEL 5 AT NOON** Start Date **End Date** Weekdays Spots/Week Rate Rating M- - - - -Week: 08/13/12 08/19/12 \$560.00 0.00 M-F 3-4p E11 KSDK 08/13/12 08/13/12 CM M- - - - -:30 \$600.00 P-1 0.00 NM \$600.00 3-4p Ellen **ELLEN** Start Date Weekdays Spots/Week Rating **End Date** Rate M- - - -Week: 08/13/12 08/19/12 \$600.00 0.00 E12 KSDK 08/13/12 08/13/12 CM 4-430P :30 \$615.00 P-2 0.00 NM M-F 4P News M----\$615.00 News 5 at Four **NEWSCHANNEL 5 AT 4PM** Weekdays Start Date **End Date** Spots/Week Rate Rating M- - - - -Week: 08/13/12 08/19/12 \$615.00 0.00 E13 KSDK 08/13/12 08/13/12 M-F 430-5p CM 430-5p M- - - - -:30 \$785.00 P-1 0.00 NM \$785.00 Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Rate Rating M- - - - -Week: 08/13/12 08/19/12 \$785.00 0.00 M-F 5P News E 14 KSDK 08/13/12 08/13/12 CM 5-530P M- - - - -:30 1 \$1,575.00 P-1 0.00 NM 1 \$1,575.00 News Channel 5 at 5P **NEWSCHANNEL 5 @ 5P**

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KSDK

Order / Rev: 704992

Advertiser: Crossroads GPS

Alt Order #: 06266025

Product Desc: **CROSSROADS GPS**

08/08/12 - 08/14/12 Flight Dates:

Estimate: 886

Rate Pri Rtg Type Spots Break Start/End Time Days Ln Ch Start End **Inventory Code** Len Spots 5-530P E14 KSDK 08/13/12 08/13/12 M-F 5P News CM M- - - - -:30 1 \$1,575.00 P-1 0.00 NM \$1,575.00 News Channel 5 at 5P NEWSCHANNEL 5 @ 5P Weekdays Spots/Week

Start Date Week: 08/13/12	End Date 08/19/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,575.00	Rating 0.00							
E 15 KSDK 08/13/1		M-F 5-6A	CM	5-6A	M	- :30	1	\$350.00 P-1	0.00 NM	,	l	\$350.00
TODAY IN CT. I	OLUC	5-6a										
TODAY IN ST. L Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/13/12	08/19/12	M	1	\$350.00	0.00							
E 16 KSDK 08/13/1	2 08/13/12	M-F 6P News	CM	6-630P	M	- :30	1	\$1,700.00 P-1	0.00 NM	•]	\$1,700.00
NEWSCHANNE	L 5 @ 6P	News Channel 5	at 6P									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/13/12	08/19/12	M	CM	\$1,700.00	0.00 M	.20		Ф000 00 D 4	0.00.004	,		# 000 00
E 17 KSDK 08/13/1	2 06/13/12	M-F 6-7A 6-7a	CIVI	6-7A	IVI	:30	1	\$900.00 P-1	0.00 NM	,		\$900.00
TODAY IN ST. L	OUIS.											
<u>Start Date</u> Week: 08/13/12	End Date 08/19/12	Weekdays M	Spots/Week	Rate \$900.00	Rating 0.00							
E 18 KSDK 08/13/1		630-7P Wheel	CM	630-7P	M	- :30	1 :	\$1,800.00 P-1	0.00 NM		ı	\$1,800.00
		630-7P Wheel of	Fortune					. ,				, ,
WHEEL OF FOF Start Date		Wookdovo	Spoto/Mook	Poto	Dating							
Week: 08/13/12	End Date 08/19/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,800.00	Rating 0.00							
E 19 KSDK 08/13/1	2 08/13/12	M-F NBC Today	7-9A CM	7-9A	M	:30	1	\$900.00 P-1	0.00 NM	•	l	\$900.00
2012 OLYMPICS	S TODAY7/3	NBC Today 7-9A										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				i			
Week: 08/13/12	08/19/12	M	1	\$900.00	0.00							
E 20 KSDK 08/13/1	2 08/13/12	M-F 9-10A NBC Today Show	CM VII O 10A	9-10A	M	:30	1	\$560.00 P-1	0.00 NM	•	I	\$560.00
TODAY SHOW I	I	NBC Today Silov	W 11 9-10A									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/13/12 E 21 KSDK 08/11/1	08/19/12	M Olympic Late Nev	ws CM	\$560.00 Various	0.00	S- :30	1	\$3,500.00 P-1	0.00 NM		1	\$3,500.00
LZI KODK 00/11/1	2 00/11/12	Olympics Late Ne		various		.30	' '	ψ3,300.001 -1	0.00 14101			ψ5,500.00
2012 OLYMPICS												
Start Date Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$3,500.00	Rating 0.00							
E 22 KSDK 08/11/1		Sat 5p	CM	5-530P		S- :30	1	\$785.00 P-1	0.00 NM		I	\$785.00
NEWO 5 AT 5		News Channel 5	at 5P Sat									
NEWS 5 AT 5 Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/06/12	08/12/12	S-	1	\$785.00	0.00							
E 23 KSDK 08/11/1	2 08/11/12	, ,	СМ	Olympics Zo	oneS	S- :30	1	\$3,400.00 P-1	0.00 NM	•	1	\$3,400.00
NWS CHNL 5 O	I YMPC ZON	Olympics Zone JF7/28/12 - 8/										
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/06/12	08/12/12	S-	1	\$3,400.00	0.00						_	•
E 24 KSDK 08/12/1	2 08/12/12	Olympics Cntdwn Countdown to Cle		6-7p		·S :30	1	\$7,500.00 P-1	0.00 NM	Ź	ı	\$7,500.00
OLYMPIC PRIM	E		g									
Start Date	End Date 08/12/12	Weekdays S	Spots/Week	Rate	Rating							
Week: 08/06/12 E 25 KSDK 08/12/1		Olympics Weeker		\$7,500.00 Olympics We	0.00 eekenc	· S :30	1 :	\$2,250.00 P-1	0.00 NM		ı	\$2,250.00
		Olympics Weeke		5.jpi00 11		00		,=00.001	3.33 14171			, <u>_,_</u> 50.00
2012 OLYMPCS			Choto ///	Data	Datin -							
Start Date Week: 08/06/12	End Date 08/12/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$2,250.00	Rating 0.00							
E 26 KSDK 08/09/1			CM	Various	T	:30	1 :	\$3,500.00 P-1	0.00 NM		i	\$3,500.00
									-			

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KSDK

Order / Rev: 704992

Advertiser: Crossroads GPS

CROSSROADS GPS Alt Order #: 06266025 Product Desc:

Flight Dates: 08/08/12 - 08/14/12 Estimate: 886

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Olympic Late Nev									
2012 O	LYMPIC	S NWS @11	P7/28/12 - 8/	owo						_		
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	T	1	\$3,500.00	0.00 T	.20		\$045.00 D.0	0.00 NIM		CAE 00
E 27 KSDK	08/09/1	2 08/09/12	M-F 4P News News 5 at Four	CM	4-430P	1	:30	1	\$615.00 P-2	0.00 NM	1	\$615.00
NEWS	CHANNE	L 5 AT 4PM										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/ E 28 KSDK		08/12/12	T	CM	\$615.00 430-5p	0.00 T	:30	1	\$785.00 P-1	0.00 NM	1	\$785.00
E 20 KODK	00/09/1	2 00/09/12	M-F 430-5p Jeopardy	Civi	430-3p	1	.30	ı	\$765.00 F-1	U.UU INIVI	'	\$765.00
JEOPA	RDY											
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating						
Week: 08/ E 29 KSDK		08/12/12	M-F 5P News	CM	\$785.00 5-530P	0.00 T	:30	1	\$1,575.00 P-1	0.00 NM	1	\$1,575.00
L 29 NODN	00/03/1	2 00/03/12	News Channel 5		3-3301	1	.50	'	ψ1,575.001-1	0.00 INIVI	'	ψ1,373.00
2012 O	LY 5PM	EARLY NWS										
<u>Sta</u> Week: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,575.00	Rating						
E 30 KSDK				CM	5-6A	0.00 T	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
L 30 NODIN	00/03/1	2 00/03/12	5-6a	Olvi	3 0/4	1	.50	'	ψ550.001 2	0.00 14101	'	ψ550.00
	' IN ST. L											
Sta Week: 08/	rt Date	End Date 08/12/12	<u>Weekdays</u> T	Spots/Week	Rate \$350.00	Rating 0.00						
			M-F 6P News	CM	6-630P	T	:30	1	\$1,700.00 P-1	0.00 NM	1	\$1,700.00
20	00,00,	_ 00,00,	News Channel 5		0 000.	_	.00	·	4 .,. 6	0.00		ψ.,.σσ.σσ
_	_	EARLY NWS										
Sta Week: 08/	rt Date /06/12	End Date 08/12/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,700.00	Rating 0.00						
E 32 KSDK				CM	6-7A	T	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
			6-7a									
	' IN ST. L		Mookdovo	Cnoto/Mook	Doto	Doting						
Week: 08/	rt Date /06/12	End Date 08/12/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
			Olympics Zone	CM	Olympics Zo		:30	1	\$3,400.00 P-1	0.00 NM	1	\$3,400.00
NII 400 0			Olympics Zone									
	HNL 5 O	End Date	NE7/28/12 - 8/ Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	T	<u> </u>	\$3,400.00	0.00						
E34 KSDK	08/14/1	2 08/14/12	M-F 10-11A	CM	10-11A	- T	:30	1	\$250.00 P-2	0.00 NM	1	\$250.00
NEWC		L	News at 10am									
_	ort Date	L 5 AT 10AN End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	- T	1	\$250.00	0.00						
E35 KSDK	08/14/1	2 08/14/12	M-F 1230-1p	CM	1230-1p	- T	:30	1	\$400.00 P-1	0.00 NM	1	\$400.00
SHOW	ME ST. I	OUIS	Show Me St. Lou	iis								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	- T	1	\$400.00	0.00						
E36 KSDK	08/14/1	2 08/14/12	M-F Noon News	CM	12-1230p	- T	:30	1	\$560.00 P-1	0.00 NM	1	\$560.00
NEWSO	CHANNE	L 5 AT NOO	Noon News									
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/	/13/12	08/19/12	- T	1	\$560.00	0.00						
E37 KSDK	08/14/1	2 08/14/12	•	CM	3-4p	- T	:30	1	\$600.00 P-1	0.00 NM	1	\$600.00
ELLEN			Ellen		(3:00 PM-4:0	JO FIVI)						
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/19/12	- T	1	\$600.00	0.00			A0.17	0.05		A
E38 KSDK	U8/14/1	2 08/14/12		CM	4-430P	- T	:30	1	\$615.00 P-2	0.00 NM	1	\$615.00

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KSDK

Order / Rev: 704992

06266025

Alt Order #:

Advertiser:

CROSSROADS GPS Product Desc:

Flight Dates: 08/08/12 - 08/14/12

Crossroads GPS

Estimate:

886

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
			M-F 4P News News 5 at Four								
NEWS	CHANNE	L 5 AT 4PM									
Sta Week: 08/	art Date	End Date 08/19/12	<u>Weekdays</u> - T	Spots/Week	Rate \$615.00	Rating 0.00					
E 39 KSDK			M-F 430-5p	CM	430-5p	- T	:30	1 \$785.00 P-1	0.00 NM	1	\$785.00
200 110211	00/ 1 1/ 1	_ 00//	Jeopardy	· · · ·	.00 04	-	.00	. 4.00.00.	0.00	•	ψ. σσ.σσ
JEOPA		End Data	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	Consta ///onle	Data	Datina					
Week: 08	art Date /13/12	End Date 08/19/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$785.00	Rating 0.00					
E40 KSDK			M-F 5P News	СМ	5-530P	- T	:30	1 \$1,575.00 P-1	0.00 NM	1	\$1,575.00
NEWC		1	News Channel 5	at 5P							
	art Date	L 5 @ 5P End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/		08/19/12	- T	1	\$1,575.00	0.00					
E41 KSDK	08/14/1	2 08/14/12	M-F 5-6A	СМ	5-6A	- T	:30	1 \$350.00 P-2	0.00 NM	1	\$350.00
TODAY	' IN ST. L	OUIS	5-6a								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/		08/19/12	- T	1	\$350.00	0.00					
E42 KSDK	08/14/1	2 08/14/12	M-F 6P News	CM	6-630P	- T	:30	1 \$1,700.00 P-1	0.00 NM	1	\$1,700.00
NEWS	CHANNE	L 5 @ 6P	News Channel 5	al bP							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08/		08/19/12	-T	1	\$1,700.00	0.00		4	0.00.004		# 000 00
E43 KSDK	08/14/1	2 08/14/12	M-F 6-7A 6-7a	СМ	6-7A	- T	:30	1 \$900.00 P-1	0.00 NM	1	\$900.00
TODAY	' IN ST. L	OUIS	0.4								
	art Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate COOC OC	Rating					
Week: 08/ E44 KSDK		08/19/12	630-7P Wheel	CM	\$900.00 630-7P	0.00 - T	:30	1 \$1,800.00 P-1	0.00 NM	1	\$1,800.00
L 44 ROBR	00/1-//1	2 00/14/12	630-7P Wheel of		000 71	•	.00	τ φτ,σσσ.σστ τ	0.00 14141	•	Ψ1,000.00
	OF FOR			0 . 04/ 1	5.	D ()					
Sta Week: 08/	art Date /13/12	End Date 08/19/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$1,800.00	Rating 0.00					
			M-F NBC Today	-	7-9A	- T	:30	1 \$900.00 P-1	0.00 NM	1	\$900.00
2242.0		0 TOD 11/7/0	NBC Today 7-9A	ı							
_	LYMPICS	S TODAY7/3 End Date	0/12 - 8/10/ Weekdays	Spots/Week	Rate	Rating					
Week: 08		08/19/12	- T	1	\$900.00	0.00					
E46 KSDK	08/14/1	2 08/14/12		CM	9-10A	- T	:30	1 \$560.00 P-1	0.00 NM	1	\$560.00
TODAY	'SHOW	II	NBC Today Show	w II 9-10A							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08	/13/12	08/19/12	- T	1	\$560.00	0.00					
E47 KSDK	08/08/1	2 08/08/12	Olympic Late Nev		Various	W	:30	1 \$3,500.00 P-1	0.00 NM	1	\$3,500.00
2012 O	LYMPICS	S NWS @11	Olympics Late No P7/28/12 - 8/	ews							
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 08/		08/12/12	W	1	+-,	0.00		4 0045000	0.00.1114		#045.00
E 48 KSDK	08/08/1	2 08/08/12	M-F 4P News News 5 at Four	CM	4-430P	W	:30	1 \$615.00 P-1	0.00 NM	1	\$615.00
NEWS	CHANNE	L 5 AT 4PM									
	art Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating					
Week: 08/		08/12/12	M-F 430-5p	CM	\$615.00 430-5p	0.00 W	:30	1 \$785.00 P-1	0.00 NM	1	\$785.00
		_ 55/55/12	Jeopardy	Civi	.00 0p	"	.00	. 4100.001	J.00 (41V)	•	φ. 00.00
JEOPA		E. IB	10/	0	5 .	D-ti					
Sta Week: 08/	art Date /06/12	End Date 08/12/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$785.00	Rating 0.00					
E 50 KSDK				CM	5-530P	W	:30	1 \$1,575.00 P-1	0.00 NM	1	\$1,575.00
									•		

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Order / Rev: 704992

Advertiser: Crossroads GPS

CROSSROADS GPS Alt Order #: 06266025 Product Desc: KSDK

Flight Dates: 08/08/12 - 08/14/12 Estimate: 886

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
			M-F 5P News News Channel 5	at 5P								
2012 O	LY 5PM	EARLY NWS		ut of								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	W	1	\$1,575.00	0.00						^
E51 KSDK	08/08/1	2 08/08/12	M-F 5-6A 5-6a	СМ	5-6A	W	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
TODAY	' IN ST. L	OUIS	5 04									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	W	1	\$350.00	0.00					_	
E 52 KSDK	08/08/1	2 08/08/12	M-F 6P News News Channel 5	CM at 6P	6-630P	W	:30	1	\$1,700.00 P-1	0.00 NM	1	\$1,700.00
2012 O	LY 6PM	EARLY NWS		at or								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/12/12	W		\$1,700.00	0.00						
E 53 KSDK	08/08/1	2 08/08/12	Olympics Zone Olympics Zone	CM	Olympics Zo	oneW	:30	1	\$3,400.00 P-1	0.00 NM	1	\$3,400.00
NWS C	HNL 5 O	LYMPC ZON	NE7/28/12 - 8/									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08		08/12/12	W	1	4 -,	0.00						
E 54 KSDK	08/09/1	2 08/09/12	Olympics Late From Olympics Late From Property Control of the Cont	-	Olympics La	ate Frin T	:30	1	\$2,800.00 P-1	0.00 NM	1	\$2,800.00
OLYMF	PIC LATE	FRINGE	Olympics Late Fi	iiige								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/		08/12/12	T	1	\$2,800.00	0.00						
E55 KSDK	08/10/1	2 08/10/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:0	F	:30	1	\$600.00 P-1	0.00 NM	1	\$600.00
ELLEN			Lileii		(3.00 F W-4.0	JO FIVI)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/ E 56 KSDK		08/12/12		CM	\$600.00 Olympics Zo	0.00 oneF	:30	1	\$3,400.00 P-1	0.00 NM	1	\$3,400.00
L 30 NODN	00/10/1	12 00/10/12	Olympics Zone	Civi	Olympics 20	JIIEI	.50	٠	ψ3,400.001 -1	0.00 14101	Į.	ψ5,400.00
OZONE	Ē											
	art Date	End Date	<u>Weekdays</u> F	Spots/Week	<u>Rate</u>	Rating						
Week: 08/ E 57 KSDK		08/12/12		1 CM	\$3,400.00 6-7A	0.00 S-	:30	1	\$450.00 P-1	0.00 NM	1	\$450.00
Lor Robit	00/11/1	12 00/11/12	Sat 6-7A	OW	0 771	Б	.00	•	φ400.001 1	0.00 14101		ψ-100.00
NEWS												
Sta Week: 08/	art Date	End Date 08/12/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
E 58 KSDK				CM	7-8a	S-	:30	1	\$785.00 P-1	0.00 NM	1	\$785.00
200 NOBIC	00/11/1	2 00/11/12	NBC Today Show		(7:00 AM-8:0		.00	·	ψ/ 00.001	0.00 14111	·	ψ, σσ.σσ
TODAY												
<u>Sta</u> Week: 08/	art Date	End Date 08/12/12	Weekdays S-	Spots/Week	Rate \$785.00	Rating 0.00						
E 59 KSDK				CM	8-9a	S-	:30	1	\$785.00 P-1	0.00 NM	1	\$785.00
Loo Hobit	00/11/1	2 00/11/12	NBC Today Show		(8:00 AM-9:0		.00	·	ψ/ 00.001	0.00 14111	·	ψ, σσ.σσ
NEWS												
Sta Week: 08/	art Date	End Date 08/12/12	Weekdays S-	Spots/Week	Rate \$785.00	Rating 0.00						
E 60 KSDK				CM	6-630P	S-	:30	1	\$900.00 P-1	0.00 NM	1	\$900.00
			News Channel 5						*********			*******
NEWS						-						
<u>Sta</u> Week: 08/	art Date /06/12	End Date 08/12/12	Weekdays S-	Spots/Week	Rate \$900.00	Rating 0.00						
			Olympics Weeker	nd 9-12 6 M		eekenc S-	:30	1	\$3,000.00 P-1	0.00 NM	1	\$3,000.00
		·· ·-	Olympics Weeke		, , ··			•	. ,		·	
OLYMP		E. 15 :	10/	0	5 .	D-t'						
Sta Week: 08/	art Date /06/12	End Date 08/12/12	Weekdays S-	Spots/Week 1	Rate \$3,000.00	Rating 0.00						
E 62 KSDK				CM		eekenc S	:30	1	\$3,000.00 P-1	0.00 NM	1	\$3,000.00
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Print Date: 08/07/12 13:34:03 Page 7 of 7

KSDK

Order / Rev: 704992

06266025

Advertiser: Crossroads GPS

Estimate:

Alt Order #: 06266025

Week: 08/13/12

08/19/12

- T- - - -

Product Desc: CROSSROADS GPS

Flight Dates: 08/08/12 - 08/14/12

886

Inventory Code Break Start/End Time Days Rate Pri Rtg Type Spots Ln Ch Start End Len Spots Amount Olympics Weekend 9-12p Olympics Weekend DT **OLYMPICS** Start Date **End Date** Weekdays Spots/Week Rating Week: 08/06/12 08/12/12 ----S \$3,000.00 0.00 E 63 KSDK 08/12/12 08/12/12 Meet The Press СМ :30 0.00 NM 8-9A ----S \$1,235.00 P-1 \$1,235.00 Meet The Press Sun 8-9A MEET THE PRESS Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/06/12 08/12/12 \$1,235.00 0.00 E 64 KSDK 08/12/12 08/12/12 NC5 at 5P Sun СМ 5-530P ----S :30 \$495.00 P-1 0.00 NM \$495.00 News Channel 5 at 5P Sun **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating 08/12/12 0.00 Week: 08/06/12 ---S \$495.00 0.00 NM E 65 KSDK 08/11/12 08/11/12 Olympics Prime Olympics Primetim- - - - S-1\$10,000.00 P-1 \$10,000.00 CM :30 Olympics Primetime **OLYMPIC PRIME** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 08/06/12 08/12/12 ---S-0.00 1\$10,000.00 - T- - - -E 66 KSDK 08/14/12 08/14/12 Tues Prime Other CM 7-9p :30 1 \$3,600.00 P-2 0.00 NM \$3,600.00 America's Got Talent (7:00 PM-9:00 PM) AGT Start Date **End Date** Weekdays Spots/Week Rate Rating

0.00

\$3,600.00

Totals 66 \$103,650.00